Research Purpose

Gauge City of Burien residents’ input on:

• General quality of life in the City
• Their satisfaction with City government services
• Priorities for strategic planning

Methodology

• Telephone survey of 350 Burien residents
  • Registered voter list
  • Included landline and cell phone sample

• Conducted March 10-13, 2016
  • On average, 19 minutes to complete
  • Quality control measures included pre-testing, validations, and monitoring calls

• Margin of error ranged from +/- 3.1 to +/-5.2

• Results weighted by age, gender, and ethnicity to reflect City population
Executive Summary

- Residents remain largely positive about the City
- Top-of-mind issues for residents are public safety, infrastructure, education, and economic growth
  - A plurality expressed willingness to *improve* public safety (49%) and to *improve* streets/sidewalks (46%).
- Significant increases in satisfaction with communication and customer service from City staff points to measurable improvements.
Nearly seven in ten residents agree Burien is heading in the right direction, representing an increase of nine points over 2014.

Agreement: The City of Burien is Headed in the Right Direction

- 2008: 74%
- 2010: 72%
- 2012: 66%
- 2014: 60%
- 2016: 69%

Statewide “Right direction,” October 2015
Overall perceptions about living in Burien are up, with nearly eight in ten saying Burien is a good or excellent place to live.
Residents are also positive about living in their specific neighborhood.

**Rating of Neighborhood as a Place to Live**

- **2010**
  - Excellent: 18%
  - Good: 47%
  - Fair: 31%

- **2012**
  - Excellent: 23%
  - Good: 48%
  - Fair: 24%

- **2014**
  - Excellent: 27%
  - Good: 41%
  - Fair: 27%

- **2016**
  - Excellent: 24%
  - Good: 52%
  - Fair: 22%

Percentages represent the rating of the neighborhood as a place to live over the years.
Residents want public safety and sidewalk/road improvements in their neighborhoods.

- **35%**: More police and enforcement
- **27%**: Sidewalks and bike lanes
- **24%**: Improve streets
- **24%**: Crime reduction
- **15%**: Neighborhood watch
- **14%**: Less litter and graffiti
- **14%**: More commerce, stores, restaurants
- **12%**: Slow down traffic
- **12%**: Street lights
Public safety and education are top issues facing the City

Crime reduction (47%)
Education and schools (34%)
More police and enforcement (26%)
Economic growth (24%)
Sidewalks and bike lanes (14%)
Road maintenance (13%)
Traffic congestion (11%)
Population growth (10%)
Real estate value (10%)
Top Issues Facing Burien

Crime reduction
Education and schools
More police and enforcement
Economic growth
Sidewalks and bike lanes
Road maintenance
Traffic congestion
Population growth
Real estate value
Concern about public safety is on the rise. Nearly half of residents this year say crime reduction is a top issue.

Top Issue: Reducing Crime

- Reducing crime is a top issue
- Have contacted police department (of those who have contacted the city)
Residents generally feel safe during daylight hours. They feel less safe after dark.

Feelings of Safety in Burien

<table>
<thead>
<tr>
<th></th>
<th>During the day</th>
<th>After dark</th>
</tr>
</thead>
<tbody>
<tr>
<td>In your neighborhood</td>
<td></td>
<td></td>
</tr>
<tr>
<td>During the day</td>
<td>59%</td>
<td>29%</td>
</tr>
<tr>
<td>After dark</td>
<td>22%</td>
<td>32%</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>22%</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>15%</td>
</tr>
<tr>
<td>In downtown</td>
<td></td>
<td></td>
</tr>
<tr>
<td>During the day</td>
<td>54%</td>
<td>29%</td>
</tr>
<tr>
<td>After dark</td>
<td>12%</td>
<td>31%</td>
</tr>
<tr>
<td></td>
<td>17%</td>
<td>19%</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Very safe | Somewhat safe | Neutral | Somewhat unsafe | Very unsafe

DHM Research | City of Burien Community Perception Survey | March 2016
Although most residents feel safe, more residents who live west of Ambaum Boulevard feel “very” safe in their neighborhoods.

Feelings of Safety in Neighborhood During the Day

- **NW**: 81% Very safe, 14% Somewhat safe
- **NE**: 52% Very safe, 36% Somewhat safe
- **SW**: 79% Very safe, 13% Somewhat safe
- **SE**: 50% Very safe, 34% Somewhat safe
Residents living to the east of Ambaum Boulevard are also more likely to feel unsafe walking at night near their homes.

Feelings of Insecurity in Neighborhood at Night

- NW:
  - Very unsafe: 12%
  - Somewhat unsafe: 17%

- NE:
  - Very unsafe: 10%
  - Somewhat unsafe: 30%

- SW:
  - Very unsafe: 12%
  - Somewhat unsafe: 12%

- SE:
  - Very unsafe: 17%
  - Somewhat unsafe: 33%
Residents are largely satisfied with the Burien Police Department and its work. They would like to increase police patrols, however.

Satisfaction with Burien Police Department

- Very satisfied
- Somewhat satisfied
- Neutral
- Somewhat dissatisfied
- Very dissatisfied

<table>
<thead>
<tr>
<th>Year</th>
<th>Very satisfied</th>
<th>Somewhat satisfied</th>
<th>Neutral</th>
<th>Somewhat dissatisfied</th>
<th>Very dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>36%</td>
<td>30%</td>
<td>66%</td>
<td>21%</td>
<td>6%</td>
</tr>
<tr>
<td>2012</td>
<td>29%</td>
<td>33%</td>
<td>62%</td>
<td>19%</td>
<td>11%</td>
</tr>
<tr>
<td>2014</td>
<td>22%</td>
<td>34%</td>
<td>56%</td>
<td>32%</td>
<td>7%</td>
</tr>
<tr>
<td>2016</td>
<td>21%</td>
<td>43%</td>
<td>64%</td>
<td>64%</td>
<td>6%</td>
</tr>
</tbody>
</table>
Top Issues Facing Burien

Crime reduction
Education and schools
More police and enforcement
Economic growth
Sidewalks and bike lanes
Road maintenance
Traffic congestion
Population growth
Real estate value
Concerns about education have jumped dramatically since 2014.

Top Issue: Education and Schools

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>11%</td>
</tr>
<tr>
<td>2010</td>
<td>9%</td>
</tr>
<tr>
<td>2012</td>
<td>9%</td>
</tr>
<tr>
<td>2014</td>
<td>7%</td>
</tr>
<tr>
<td>2016</td>
<td>34%</td>
</tr>
</tbody>
</table>
Top Issues Facing Burien

Crime reduction
Education and schools
More police and enforcement

Economic growth
Sidewalks and bike lanes
Road maintenance
Traffic congestion
Population growth
Real estate value

Business and economy
Overall concern about economic growth remains below 2010 peak.
The majority of residents largely believe Burien has been proactive about economic growth in the City.

Agreement: The City of Burien is Encouraging Economic Growth

- 2010: 37% Agree completely, 32% Somewhat agree
- 2012: 39% Agree completely, 17% Somewhat agree
- 2014: 39% Agree completely, 13% Somewhat agree
- 2016: 39% Agree completely, 20% Somewhat agree
Nearly half of residents report going out to eat and shopping in Burien at least once a week. Rates have remained consistent over the past four years.

**Frequency of Visiting Burien Businesses**

- **Gone out to eat in Burien**
  - More than once/week: 18%
  - About once/week: 26%
  - Once or twice/month: 36%

- **Shopped within Burien**
  - More than once/week: 41%
  - About once/week: 31%
  - Once or twice/month: 14%
Crime reduction
Education and schools
More police and enforcement
Economic growth

Sidewalks and bike lanes
Road maintenance
Traffic congestion
Population growth
Real estate value

Top Issues Facing Burien
Infrastructure
Residents express more concern about the quantity and quality of pedestrian infrastructure this year.

Agreement: There are Enough Sidewalks and Bike Paths in Good Condition
Residents in the northern part of the City are less satisfied with the quantity and quality of their sidewalks and bike lanes.

Negative Feelings About Sidewalks and Bike Paths

- **NW**: 36% Strongly disagree, 31% Somewhat disagree
- **NE**: 38% Strongly disagree, 24% Somewhat disagree
- **SW**: 31% Strongly disagree, 14% Somewhat disagree
- **SE**: 30% Strongly disagree, 13% Somewhat disagree
Most residents feel parking in downtown is about the same as last year. Two in ten think it is worse.
Overall satisfaction with Burien City government remains high; more residents are “very satisfied” (up 15 points).

Agreement: I am Satisfied with the Job Burien City Government is Doing

- **2010**: 5% Agree completely, 12% Somewhat agree, 7% Neither agree nor disagree, 26% Somewhat disagree, 50% Disagree completely
- **2012**: 8% Agree completely, 13% Somewhat agree, 12% Neither agree nor disagree, 19% Somewhat disagree, 42% Disagree completely
- **2014**: 8% Agree completely, 17% Somewhat agree, 22% Neither agree nor disagree, 8% Somewhat disagree, 43% Disagree completely
- **2016**: 6% Agree completely, 14% Somewhat agree, 15% Neither agree nor disagree, 12% Somewhat disagree, 23% Disagree completely
Nearly half of residents say they are satisfied with the value they get from their taxes. This represents an 11-point increase from 2014.

### Satisfaction with Value for Taxes Paid

<table>
<thead>
<tr>
<th>Year</th>
<th>Very satisfied</th>
<th>Somewhat satisfied</th>
<th>Somewhat dissatisfied</th>
<th>Very dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>6%</td>
<td>10%</td>
<td>12%</td>
<td>51%</td>
</tr>
<tr>
<td>2012</td>
<td>8%</td>
<td>14%</td>
<td>17%</td>
<td>37%</td>
</tr>
<tr>
<td>2014</td>
<td>7%</td>
<td>17%</td>
<td>38%</td>
<td>26%</td>
</tr>
<tr>
<td>2016</td>
<td>6%</td>
<td>12%</td>
<td>32%</td>
<td>38%</td>
</tr>
</tbody>
</table>
Most residents agree the City is adequately planning for the future.
When asked to evaluate potential future service levels, residents prioritize public safety and infrastructure. A plurality would like to see these improved even though doing so requires more funding.

### Strategic Planning Priorities

<table>
<thead>
<tr>
<th>Service Area</th>
<th>Improve ($)</th>
<th>Maintain ($)</th>
<th>Reduce</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide for public safety and crime prevention</td>
<td>49%</td>
<td>43%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Streets, sidewalks, and other public infrastructure</td>
<td>46%</td>
<td>44%</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>Parks, park buildings, and recreational programs</td>
<td>25%</td>
<td>60%</td>
<td>6%</td>
<td>10%</td>
</tr>
<tr>
<td>Small business and permitting assistance</td>
<td>25%</td>
<td>45%</td>
<td>11%</td>
<td>19%</td>
</tr>
<tr>
<td>Software systems, data systems, and other technology</td>
<td>17%</td>
<td>49%</td>
<td>6%</td>
<td>27%</td>
</tr>
</tbody>
</table>

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VALUES & BELIEFS
The majority of residents agree that the City is adequately protecting the environment 14% disagree with this statement.
Positivity about the relationships between people of diverse backgrounds is moderately high, with 56% saying relationships are excellent or good, and just 6% saying they are poor.

Rating of Relations Between People of Different Races and Cultures in Burien

- **2010**: 9% Excellent, 29% Good, 44% Fair, 8% Poor
- **2012**: 10% Excellent, 30% Good, 43% Fair, 7% Poor
- **2014**: 6% Excellent, 30% Good, 46% Fair, 10% Poor
- **2016**: 6% Excellent, 33% Good, 46% Fair, 10% Poor
That said, residents who identify as Latino/Hispanic have more ambivalent views about relations between people of different races.
The small sample of Latino/Hispanic residents surveyed feel differently than other residents on many issues. They are more likely to have negative impressions of services provided by City government.

### Dissatisfaction with the City of Burien...

- **Encouraging economic growth**: 84% dissatisfaction
  - Hispanic: 21%
  - Total: 52%
- **Adequately planning for the future**: 51% dissatisfaction
  - Hispanic: 14%
  - Total: 20%
- **Protecting our natural environment**: 48% dissatisfaction
  - Hispanic: 20%
  - Total: 18%
- **I am satisfied with the job the city government is doing**: 48% satisfaction
  - Hispanic: 48%
  - Total: 14%

### Dissatisfaction with Burien City Government Services

- **Total**: 20% dissatisfaction
- **Hispanic**: 48% dissatisfaction
Simultaneously, they are notably happy with life in Burien as a whole. Connecting the positive feelings about living in Burien with the services provided by the City may help to bridge this gap.

Rating of ____ as a Place to Live

<table>
<thead>
<tr>
<th></th>
<th>The City of Burien</th>
<th>Your Neighborhood</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>56%</td>
<td>52%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>22% 9%</td>
<td>22%</td>
</tr>
<tr>
<td>Excellent</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Good</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

DHM Research | City of Burien Community Perception Survey | March 2016
OTHER SERVICES
Impressions of the cleanliness and maintenance of City parks remained relatively positive, although there has been a slight decline across time.

Rating of City Parks’ Cleanliness and Maintenance

- **2010**
  - Excellent: 16%
  - Good: 53%
  - Fair: 25%

- **2012**
  - Excellent: 5%
  - Good: 52%
  - Fair: 24%

- **2014**
  - Excellent: 4%
  - Good: 45%
  - Fair: 19%

- **2016**
  - Excellent: 5%
  - Good: 47%
  - Fair: 16%
  - Poor: 29%
Most residents visit parks, the farmers market, and City-sponsored recreational events. The number of people renting facilities and participating in sporting events was up noticeably from 2014.
Half of all residents have interacted with Burien CARES, and satisfaction with the program is up 15 points from last year.
COMMUNICATIONS
Most residents feel they get the right amount of information from the City; there has been improvement in the past two years.

**Satisfaction with Information from the City About Services and Issues**

- **Enough information**
  - 2012: 60%
  - 2014: 48%
  - 2016: 64%

- **Not enough information**
  - 2012: 35%
  - 2014: 46%
  - 2016: 33%
Local newspapers remain a top source of information about Burien. Online sources such as the City website showed growth.

<table>
<thead>
<tr>
<th>Information Sources about City of Burien (2016)</th>
<th>2012</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local newspaper</td>
<td>31%</td>
<td>21%</td>
</tr>
<tr>
<td>Burien City magazine</td>
<td>25%</td>
<td>16%</td>
</tr>
<tr>
<td>Friends or colleagues</td>
<td>18%</td>
<td>21%</td>
</tr>
<tr>
<td>City website</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Blogs</td>
<td>10%</td>
<td>16%</td>
</tr>
<tr>
<td>Direct mail from City</td>
<td>18%</td>
<td>9%</td>
</tr>
<tr>
<td>TV news (national and local)</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Posted fliers</td>
<td>18%</td>
<td>14%</td>
</tr>
<tr>
<td>Burien social media</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Burien Magazine was popular among those who rated it, though around one-third said they didn’t know about or hadn’t heard of the Magazine.
More than two in ten residents contacted the City in the past year. Phone calls and in-person visits remain the most common methods of contact.

Have Contacted City In Past Year

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Contacted</td>
<td>27%</td>
<td>31%</td>
<td>43%</td>
<td>26%</td>
</tr>
</tbody>
</table>

City Departments Contacted

<table>
<thead>
<tr>
<th>Response Category</th>
<th>2016 N=79</th>
</tr>
</thead>
<tbody>
<tr>
<td>Police department</td>
<td>21%</td>
</tr>
<tr>
<td>Public works (streets, stormwater)</td>
<td>20%</td>
</tr>
<tr>
<td>Animal control services</td>
<td>13%</td>
</tr>
<tr>
<td>Planning, zoning, and building</td>
<td>11%</td>
</tr>
<tr>
<td>City Council members</td>
<td>7%</td>
</tr>
<tr>
<td>City Hall</td>
<td>7%</td>
</tr>
<tr>
<td>Business Licenses</td>
<td>6%</td>
</tr>
</tbody>
</table>

Method of Contact

<table>
<thead>
<tr>
<th>Method of Contact</th>
<th>N=79</th>
</tr>
</thead>
<tbody>
<tr>
<td>In person</td>
<td>35%</td>
</tr>
<tr>
<td>Phone</td>
<td>58%</td>
</tr>
<tr>
<td>Email</td>
<td>9%</td>
</tr>
<tr>
<td>Website</td>
<td>14%</td>
</tr>
</tbody>
</table>
Residents who contact the City are largely positive about their interaction with staff. Eight in ten say their concern was addressed well overall.
Satisfaction with interactions with City staff are at the highest level since 2008—an increase of 18 percentage points from 2014.

How Well Concern Was Addressed Overall: Excellent/Good
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